



# MEXICO

## BUSINESS MISSION 2007



June 10 - 15, 2007

# Business Mission: Mexico 2007

## Merida & Guadalajara

You are cordially invited to join our team for a journey through two of Mexico's most economically vibrant cities to explore joint ventures, (strategic alliances creating jobs), capital investment and business development prospects in the electronics, information technology, furniture, food industries, to name a few. Don't miss this opportunity to be part of a community-changing event!

### An International Economic Development Effort for Broward County

In recent years, Broward County has become recognized as an ideal location for companies seeking to do business around the world. At the center of cosmopolitan South Florida, Broward County has a commanding advantage when attracting business from overseas, and when encouraging domestic business to enter international markets. Collaborative efforts with Miami-Dade County and Palm Beach County have increased business opportunities and created a pool of companies eager to penetrate international markets. Being able to control growth is paramount in economic development. Broward County's Economic Development Plan calls for a well-defined growth in "targeted industries." These industries have been selected not only because they are considered the industries of the future, but also the region is either ideal for them, or changes are underway to accommodate them. The marine, bio-science, banking and finance and high-tech industries are among those with the brightest future in South Florida.

### A Return Trip to Mexico

In 2003 Broward County participated in its first outbound mission to Mexico. The mission was a great success, fostering more than 1 million dollars in trade negotiated between Broward County companies and companies in Mexico. There was also a Memorandum of Understanding signed to further increase trade and commerce relations between the two communities. Broward County has coordinated inbound missions from Mexico to Broward County in 2005 and 2006. Part of the county's International Trade and Investment Strategy is to revisit a targeted country every other year to build relationships and foster new business opportunities in the region. The June 2007 mission will concentrate on business, as well as strengthening the political ties between Mexico and Broward County.

Targeted mission participants will be a mix of government representatives from Broward County, representatives from the electronics, IT, medical and healthcare devices, furniture, food, machinery, textile, plastics and film and television industries from Broward and throughout Florida.

Broward County Office of Economic Development (OED), the Broward Alliance (BA) and Enterprise Florida (EF) will coordinate, organize and lead this business delegation scheduled for June 10-15, 2007.

### Merida



Merida, nicknamed "The White City" both for the common color of its buildings and the cleanliness of the city, is the capital of the state of Yucatan, located in the Yucatan peninsula on the east coast of the Gulf of Mexico. The city's population is approximately 800,000, ranking it 11th among the most populous cities in Mexico. Merida's main industries

and the industries our business mission will focus on include textiles, jewelry, information technology, food and medical and healthcare devices. Because of its close proximity to the Port of Progreso, which handles 12 million tons of goods per year, Merida has become the distribution center for the Southeast of Mexico. Merida also has an important tourist industry with much to offer its tourists. Many of Merida's inhabitants are of Mayan descent and the surviving remnants of the Mayan culture can be seen everyday, in speech, dress, and in both written and oral histories. This will be Broward's first trip to Merida and one that is sure to be fruitful.

### Guadalajara



Guadalajara is the capital city of the state of Jalisco in western Mexico. It is the second largest metropolitan area in Mexico, after Mexico City, with 4 million residents. Guadalajara is the industrial capital of its region. Along with Mexico City,

it plays the most important role in the national production of pharmaceuticals. The city is considered Mexico's "Silicon Valley" due to the importance and development of the electronic industry. This region is the main software producer in the country. Other important industries include textiles, foot wear, furniture, and food products. The healthcare industry is rising quickly and Guadalajara is known throughout Mexico for the quality of its healthcare services. The quality of the education system in the city is internationally recognized and is a principal factor in its economic strength and development. The opportunities for Florida companies to establish business links in Guadalajara are extensive and promising.

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### Partners and Organizers



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## Preliminary Itinerary

- Sunday, June 10:** **Miami/Merida, Mexico**  
11:30 a.m. Check-in at MIA airport  
2:05 p.m. Aeromexico Flight #421 departs non-stop for Merida  
3:10 p.m. Arrive Merida. Transfer to hotel Fiesta Americana for check in.  
5:30 p.m. Mission registration: Refreshments will be served.  
All appointment schedules will be distributed at this time\*
- Monday, June 11:** **Merida**  
Breakfast On your own at hotel. (Included in room rate.)  
8:00 a.m. Depart hotel for CANACINTRA  
8:30 a.m. – 9:30 a.m. Welcoming Mission Briefing Location: CANACINTRA  
**Sponsor: TBD**  
10:00 a.m. – 2:00 p.m. One-on-one business appointments  
Location: CANACINTRA  
2:00 – 3:30 p.m. Networking Luncheon Location: Eladio Restaurant  
4:00 P.m. – 6:00 p.m. One-on-one business appointments continued  
Location: CANACINTRA  
6:30 p.m. Return to hotel and prepare for evening event  
8:00 – 9:30 p.m. Networking Cocktail Reception (tentative)  
Location: Hotel Fiesta Americana  
**Sponsors: to be determined**
- Tuesday, June 12:** **Merida to Guadalajara.**  
Breakfast On your own at hotel. (Included in room rate.)  
8:30 a.m. – 12:00 noon Follow Up appointments or personalized site tour  
12:30 p.m. Return to hotel for check out.  
1:00 p.m. Group transfer to airport  
3:05 p.m. AeroMexico Flight #532 departs Merida for Mexico D.F. Connect in Mexico D.F. to Flight #458 to Guadalajara.  
7:10 p.m. Arrival to Guadalajara..  
Transported to Hotel Hilton for check in.  
Evening On Your Own.
- Wednesday, June 13:** **Guadalajara**  
Breakfast On your own at hotel. (Included in room rate.)  
8:00 a.m. Walk to AMFAJAL facilities  
8:30 a.m. – 9:30 a.m. Welcoming Mission Briefing  
Location: AMFAJAL offices  
**Sponsor: TBD**
- Wednesday, June 13:** **Guadalajara (Continued)**  
10:00 a.m. – 2:00 p.m. One-on-one business appointments  
Location: AMFAJAL  
2:00 – 4:00 p.m. Networking Luncheon Location: Cerverceria Corona  
Sponsor: Cerverceria Corona  
Or, lunch on your own  
4:00 p.m. – 6:00 p.m. Follow Up appointments or personalized site tour  
6:00 p.m. Return to hotel and prepare for evening event  
7:00 – 9:30 p.m. Networking Cocktail Reception  
**Sponsors: AMCHAM GUADALAJARA**  
Location: Hotel Hilton
- Thursday, June 14:** **Guadalajara**  
Breakfast On your own at hotel. (Included in room rate.)  
8:00 a.m. Cars depart for individual on-site appointments  
8:30 a.m. 5:00 p.m. One-on-one on-site business appointments  
Location: place of business of appointment 4 – 6 appointments will be scheduled during this time frame with a break for lunch  
5:30 p.m. Return to hotel and prepare for evening event  
7:00 – 9:30 p.m. Networking Cocktail Reception  
**Sponsors: CITY OF GUADALAJARA**  
Location: To be determined
- Friday, June 15:** **Guadalajara to Miami, Florida**  
Breakfast On your own. Hotel check out.  
7:00 a.m. Depart hotel for transport to airport  
10:00 a.m. Aeromexico Flight #107 departs for Mexico D.F.  
Transfer to connecting flight.  
5:30 p.m. Aeromexico Flight #422 arrives to MIA  
End of Event



## Participant Registration

Registration Deadline is April 23, 2007

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Please complete and mail to **Vielka Quintero, Broward Alliance**,  
110 E. Broward Blvd., Suite 1990, Fort Lauderdale, FL 33301.  
or fax to 954-524-3167. With questions call 954-524-3113.

Company Name \_\_\_\_\_

Name of Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web Site \_\_\_\_\_

## Registration

Participation will be limited to a total of 20 Florida companies who best meet the participation criteria. Participation fee is **\$950.00**, which includes ground transportation, one-on-one business meetings, networking events/receptions, mission briefings and some meals. Translation assistance will be additional.

### Estimated Costs of Air fare and Lodging

For your guidance, approximate costs (including taxes) are as follows:

Economy class Round-Trip from Miami . . . . . \$648.30 (both cities)  
Hotel Room Rates (single w/ breakfast) . . . . . \$750.00 (both cities)

To be considered for participation, full payment and all required forms must be received in our offices by April 23, 2007



Broward County Board of County Commissioners